

CHAPTER V

Conclusion

Various food condiment are spreading out in the market and there is very little opportunity to compete with other well-known brand. We found a gap and weakness that is jam products that is in the market are commonly fruit based or peanut based, that makes the customers easily bored by the flavor choices .

We come up with a innovative and unique product, "*Coffee and Go*" offering coffee flavored jam using only high quality ingredients and no preservatives added. We are sure that our product could be the trendsetter in jam market and compete with other products in a long run .

Overall, this product still need a lot of fixation along the line to make sure our product keeps innovating from time to time and survive in tight competition of food condiment market .

5.1 Suggestions

1. Developing new jam flavor combination to satisfies our customers with our products .
2. Keeps elevating our production quality to produce highest quality jam as possible in our industry and to survive against competition with other competitors .
3. Increasing our production quota per day to fulfill customers demand on market.

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